

HERZ DER ALPEN

A scenic photograph of a calm lake surrounded by dense green forests. In the background, blue mountain peaks are visible under a sky with scattered white clouds. A large splash of water is visible in the middle ground, creating a dynamic focal point.

CIRCULAR TOURISM - COMPETENCE CENTER FOR SUSTAINABILITY

JUNE 4, BREGENZ

TIROL WERBUNG

Relevance of Circular Tourism in Tyrol – and beyond

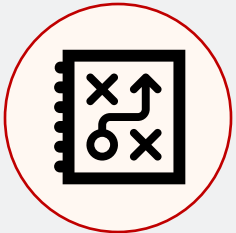
Tourism as key economic driver in Tyrol: ~50,000 jobs, €2.4 billion (summer 2023)



Challenge:

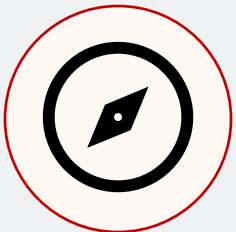
Tyrol's natural environment is its core asset (snow, mountains, green landscape, fresh air)

...yet also the most vulnerable: Tyrol's natural environment (climate change impacts, snow scarcity, floods, biodiversity loss)



Strategy "Tiroler Weg – Perspectives for a responsible tourism development"

Sustainability & regional quality do not refer to luxury but stands for increasing regional added value in terms of a regional Circular Economy (Chapter 3.2)



Position Paper "Circular Tourism – From Theory to Practice"

→ Objective: identify practical solutions & collaboration opportunities to develop a circular economy in Tyrolean tourism

→ Process: expert interviews, research & stakeholder workshop

From "Take-Make-Waste" to Circular Value

Circular Economy ≠ just recycling: Circular Economy is a regenerative model aimed at minimizing waste and maximizing resource use with a focus on product design, reuse, repair, and system-wide efficiency

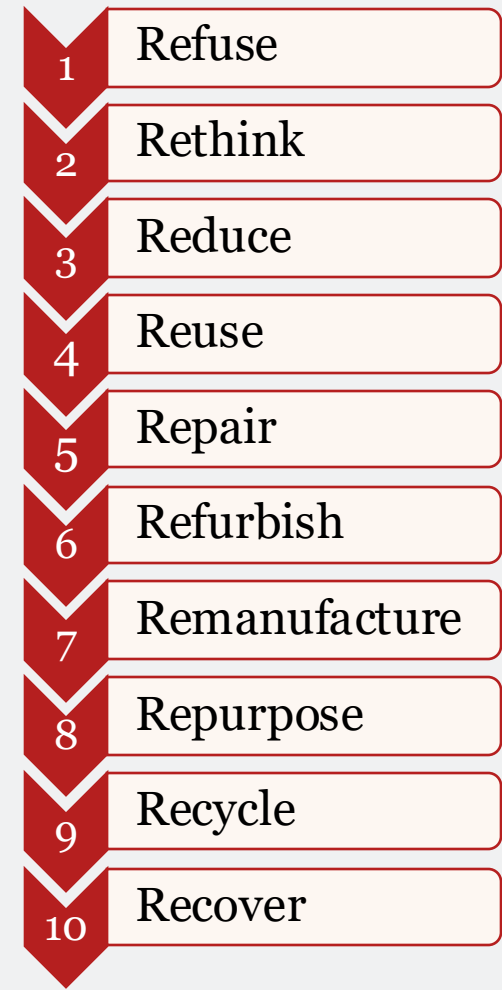
CORE PRINCIPLES OF A CIRCULAR ECONOMY

Design for Durability and Reuse – products and services are designed to be long-lasting and to be reused or recycled at the end of their life cycle.

Extending Product Lifespan – through repair, refurbishment, and continued use, the lifetime of products is prolonged.

Closing the Loop – materials are returned to the production cycle after use to create new products.

Use of Regenerative Resources – by using renewable energy and biodegradable materials, environmental impact is minimized.



Identified potential for the tourism sector

Circular solutions = lower impact, cost savings, innovation, positioning of the region

Environmental potential: Circular Economy could reduce the tourism footprint by up to 41% by 2030

Economic potential: Incremental and radical innovation potential for tourism – spanning construction, renovation, building operations, equipment, gastronomy, spa, and guest transportation

- Lower capital expenditure through more efficient infrastructure and supply chains
- Increased employee satisfaction and retention reduce operating costs
- Shared use of infrastructure opens up new revenue streams
- Local and circular supply chains enhance resilience
- Fosters innovation and strengthens brand value

“ **ACTIVE COLLABORATION** IS KEY TO ANY SUCCESSFUL CIRCULAR ECONOMY INITIATIVE. TO OPTIMIZE THE **TRAVEL ECOSYSTEM**, COLLABORATION SHOULD BECOME THE **STANDARD** AMONG TOURISM STAKEHOLDERS—BOTH PUBLIC AND PRIVATE.”

Business Models & Focus Areas in Tourism

Each field provides opportunities for circular business models, collaboration, and value creation, such as:

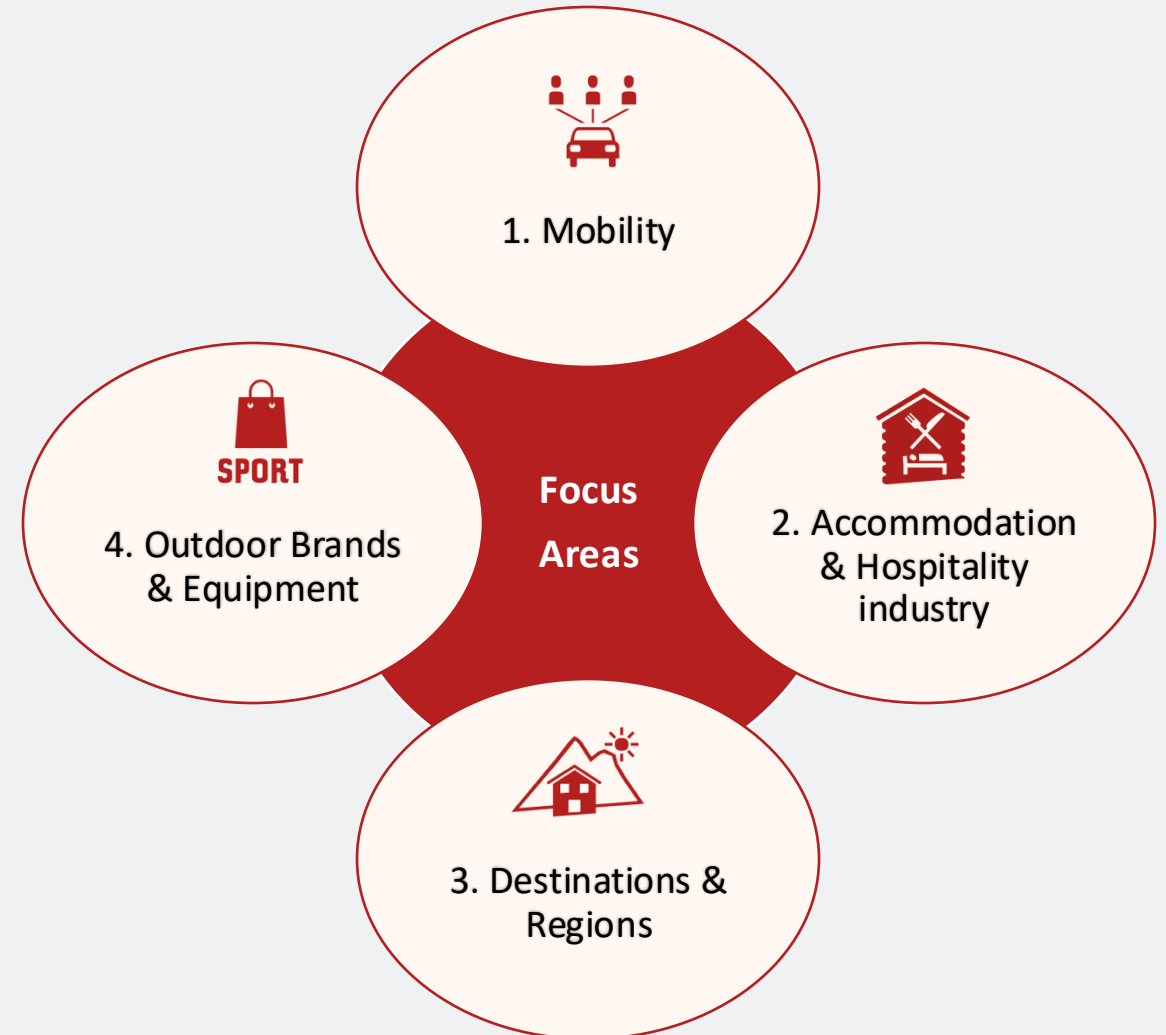
Sharing Economy e.g. car- and bike-sharing models

Product-as-a-Service – prioritize usage & access over ownership, e.g. sport gear rental

Circular supply chains through cooperation with suppliers and return of materials and products at the end of their lifecycle

Circular infrastructure e.g. renovation, predictive maintenance, reuse and refurbishment of pre-owned furniture

Take-back & recycling programs e.g. packaging and materials in gastronomy & hotels



1. Mobility



Challenge: Transport-related emissions from international tourism are expected to grow 45% from 2016 to 2030 (business-as-usual approach)

Approaches

Fewer, longer trips, e.g. "Coworkations" like *Mountain Breakout Tirol*

Sustainable mobility solutions, e.g. public transport with e-mobility, car/bike sharing

Smart solutions & nudging, combining transit access & green discounts (reduced "green" hotel rates)

Examples

Werfenweng: car-free tourism

concept with e-shuttles

Hintertux Glacier: introducing

electric buses in the ski resort

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Das W³-Shuttle ist der beste Freund jener Gäste, die umweltbewusst nach Werfenweng kommen. Abgestimmt auf die Fahrzeiten der meisten Züge holt es dich pünktlich vom Bahnhof ab und bringt dich in deine Unterkunft. Dasselbe funktioniert natürlich auch in die umgekehrte Richtung. Außerdem erreichst du damit auf Wunsch sämtliche Ausflugsziele und Wandergebiete unserer Nachbargemeinden Werfen und Pfarrwerfen.

[Mehr erfahren](#)

E-AUTO VERLEIH



Für manche Dinge braucht man dann doch mal ein Auto. Auch hier halten wir es im Sinne der sanften Mobilität ganz umweltbewusst: Zu unserem Fuhrpark gehören neben E-Bikes und Spaßmobilen deshalb auch nagelneue, topmoderne Cupra Born. Dein Fahrvergnügen – ohne schlechtes Gewissen – ist damit gesichert.

Mit der Werfenweng Card übrigens inkludiert.

[Hier findest du die AGB zum E-Auto Verleih.](#)



2. Accommodation & Hospitality

Challenge: Buildings account for 30% of tourism GHG emissions, other important levers are operations, organisation, catering & spa area

Approaches

Circular Infrastructure: Energy efficiency, smart systems, modular construction

Circular procurement, e.g. pre-loved furniture, easy-to-repair designs

Food waste reduction & local sourcing

Example

Noamol: re-use network Tyrol, B2B platform initiative for furniture

Bio Hotel Retter: integrated farm & closed-loop food systems





3. Outdoor brands & equipment

Challenge: Outdoor gear often relies on resource-intensive materials (e.g. plastics, synthetics), with short usage cycles and can contribute to environmental pollution through toxic micro-particle release during use and degradation

Approaches

Repair and reuse , e.g. repair services, reuse programs

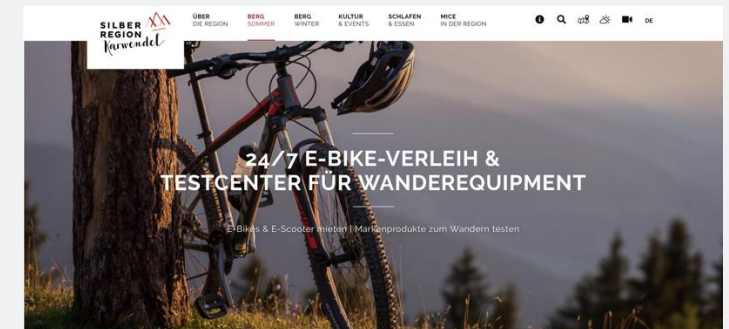
Sustainable materials: regional sourcing, biodegradable and free of toxic micro-particle release

Sharing platforms: central hubs for exchange and sharing of outdoor equipment

Examples

Repair Café : digital guest communication replacing print

Silberregion Karwendel: free test center for sustainable, long lasting hiking equipment



4. Destinations & Regions



Challenge: Single actors cannot implement a full circular economy but depend heavily on the support of destinations and regional collaboration

Approaches

Regional loops & local supply chains

Awareness-building & education campaigns

Certifications & green incentive programs

Examples

Ötztal “*Culinary Ambassador*”: training for local food ambassadors

SalzburgerLand: free public transport for guests



Zell am See Kaprun

URLAUB OHNE AUTO IN ZELL AM SEE-KAPRUN

Seit Mai 2025 profitieren Übernachtungsgäste von einem erweiterten und vereinfachten Mobilitätsangebot, das eine noch bequemere und nachhaltigere Nutzung öffentlicher Verkehrsmittel im ganzen Land Salzburg ermöglicht.

- ✓ Du fährst mit Bus und Bahn im gesamten SalzburgerLand - hier geht's zum [Routenplaner](#)
- ✓ Züge, Postbusse und die Pinzgauer Lokalbahn sind inkludiert
- ✓ Das Guest Mobility Ticket ist dein Fahrschein
- ✓ Dein Öffi-Ticket ist ab der 1. Übernachtung im Unterkunftspreis inkludiert
- ✓ Das Guest Mobility Ticket gilt auch am Anreise- sowie Abreisetag
- ✓ Natürlich auch für Gäste von [Sommerkartenbetrieben](#)

What ideas do you have?

What have you already implemented?

Who can you collaborate with?

Which will be your next step to create and benefit from a circular economy in tourism?

Be inspired. Set an example.



Find hands-on examples and best practices in the position paper on „CIRCULAR TOURISM“

www.tirolwerbung.at/kreislauftwirtschaft

Available in German & English



A collaborative effort of Circular Economy Forum Austria and the Competence Center for Sustainability of the Tirol Werbung

CIRCULAR TOURISM FROM THEORY TO PRACTICE

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On behalf of the Competence Center for Sustainability of the Tirol Werbung



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